



Consulting a midwife about nursing care

Coexistence with Local Communities

Basic Group Policy

While fulfilling its responsibilities as a member of local and social community by maintaining favorable relationships through cooperative partnerships with the local communities, Seven & i Holdings contributes to establishment of a prosperous living environment and provides support for society through appropriate contributions and other means in consideration of the social and public good.

Code of Corporate Conduct

- 1 Conduct business with respect for the culture and customs of the regional community.
- 2 Cooperate positively with the activities of the regional society, endeavoring at the same time to obtain the community's understanding of Seven & i Holdings' management policies and business operations.
- 3 Fulfill social responsibilities through such means as making appropriate social contributions and donations, thus enhancing the value of the Group as a member of society.
- 4 Deal positively with problems involving such factors as transportation, parking, noise and odors when constructing branch stores and build positive relationships with local residents of the surrounding communities.
- 5 While positively pursuing efforts toward normalization (human rights), realize detailed services closely related to the individual region, such as consideration of measures to care for the aging society.

From the Seven & i Holdings Corporate Action Guidelines (Formulated 1993, revised 2007)
<http://www.7andi.com/csr/guidelines.html/> (in Japanese)

Group-wide Measures








Contributing to Regional Activation through Closer Cooperation with Local Governments

Seven-Eleven, Ito-Yokado and York-Benimaru promote conclusion of cooperation agreements for comprehensive regional activation with prefectural governments and various municipal administrative bodies (35 administrative bodies as of July 2010). They are strengthening their mutual relationships by such means as developing specialty products incorporating regional characteristics and foodstuffs and holding regional product fairs, promoting sightseeing and providing disaster support.

- Agreements with administrative bodies completed
- Prefectures with stores established
- Prefectures with no stores yet established



Primary Efforts by Our Main Operating Companies

	Convenience Store Operations	Superstore Operations		Department Store Operations	Food Services	Financial Services
	Seven-Eleven Japan	Ito-Yokado	York-Benimaru	Sogo & Seibu	Seven & i Food Systems	Seven Bank
Supporting young parents and the elderly	<ul style="list-style-type: none">● Acceptance of students for work experience ▶ P.48● Visiting customers' homes to take orders (making rounds)	<ul style="list-style-type: none">● Baby Room installation ▶ P.11● Operation of maternity and childcare consultation centers ▶ P.11● Direct sales to elderly care facilities● Product sales & health consultation center operation for the elderly● Acceptance of students for work experience	<ul style="list-style-type: none">● Provision of food education ▶ P.49● Acceptance of students for work experience● Nurturing of the younger generation (sports events for elementary school children & overseas study opportunities for high school students)● Blood donation activities	<ul style="list-style-type: none">● Support for guide dog training (in-store fund raising & corporate donations) ▶ P.50● Holding of guide dog awareness events at all stores (twice a year) ▶ P.50 <div></div> <ul style="list-style-type: none">● Installation of baby resting rooms● Provision of parent-child health & nursing care consultations● Shopping support by "heartful" advisors	<ul style="list-style-type: none">● Acceptance of students for work experience ▶ P.52 <ul style="list-style-type: none">● Food education promotion● Conducting "normalization" (human rights) training● Production & application of "normalization guidebook"● Cooperation with municipal governments' support for child-raising	<ul style="list-style-type: none">● Cooperation and support for <i>Soldier Bonolon of the Forest</i> readings and distribution of free picture books ▶ P.53● Conducting reading sessions at stores ▶ P.53 <div></div> <ul style="list-style-type: none">● Installation of user-friendly ATMs for elderly customers
Assisting in local community revitalization	<ul style="list-style-type: none">● Development and sales of locally produced products for local consumption ▶ P.45 <div></div>	<ul style="list-style-type: none">● Participation in community development & renewal planning ▶ P.49● Cooperation in local product sales promotion efforts● Provision of store space for local social welfare organizations and events	<ul style="list-style-type: none">● Holding exchange events in stores <div></div>	<ul style="list-style-type: none">● Cooperation with environmental preservation & beautification activities ▶ P.50● Local product development & sales● Provision of store space for regional activities● Local product sales promotion● Participation in festivals and other local events● Acceptance of students for work experience & store field trips	<ul style="list-style-type: none">● Local production for local consumption menu provision (meal provision service)	<ul style="list-style-type: none">● Posting election announcements in ATM displays
Promoting completion of cooperation agreements with regional administrative bodies ▶ P.45						
Providing support in times of disaster	<ul style="list-style-type: none">● Support for people who cannot return home in times of disasters● Distribution of action guidelines for safety maintenance in times of disasters			<ul style="list-style-type: none">● Completion of disaster assistance agreements (limited stores)	<ul style="list-style-type: none">● Support for people who cannot return home in times of disasters (applicable area: 19 prefectures and cities) <div></div>	<ul style="list-style-type: none">● Collection of donations for disaster relief from Seven Bank accountholders (and employees)
Completion of disaster assistance agreements ▶ P.43-45						
Fund-raising in stores (and among employees) for disaster relief						
Implementing crime-prevention measures for local communities	<ul style="list-style-type: none">● Implementation of Safety Station activities ▶ P.48 <div></div>		<ul style="list-style-type: none">● Serving as an emergency services call center for children <div></div>	<ul style="list-style-type: none">● Conducting age verification for alcohol sales● Cooperation in crime prevention activities by local administrations & municipal governments	<ul style="list-style-type: none">● Cooperation in Safety Station activities● Conducting age verification for alcohol & tobacco sales	<ul style="list-style-type: none">● Cooperation with police investigations
Conducting age verification for alcohol & tobacco sales						

Third-Party Opinion



Sachiko Kishimoto
Center for
Public Resources Development
Executive Director

“I expect activities connected to a clearly defined policies and management strategies.”

The unification of CSR and management is an important issue today. In this report, Seven & i Holdings presents detailed information on the diverse variety of efforts it is currently conducting. I hope, moreover, that it gives a clear presentation of the steps it is taking with respect to its targeted CSR activities in relation to its management strategies.

The mention of such efforts by Seven-Eleven in its business as selling chilled boxed meals and issuing residence certificates in response to such social issues and changes as the low birthrate and aging of society as well as the increasing involvement of women in society, for example, can be easily understood and appreciated. It seems to me that the report as a whole would be worthwhile reading, if it would contain an exciting vision of the future and a concrete roadmap to the kind of society with unlimited potential that Seven & i Holdings seeks to create in coming years.

I find it desirable that the mindset and posture with respect to cooperation with local communities and its relationship with the Group’s business characteristics be clarified, moreover, and that the reasons for the pursuit of these efforts by the operating companies be clearly explained. It is important at the same time to gather results and opinions from the supported organizations and customers. I feel that integrating the perspectives of both corporations and local communities will lead to development of original activities.

I believe, furthermore, that it would be a good idea to adopt an overall writing style with something more of a storytelling quality. Each activity is certain to have a story behind it for the people concerned. Why not try to adopt a writing style that expresses these stories?

Convenience Store Operations

Accepting Responsibility as a Retailer

***1 Safety Station activities**
Creating safe, secure communities

- Deterring robberies and shoplifting and preventing bank transfer scams
- Responding to emergencies (disasters, accidents and medical emergencies)
- Reporting and protecting women, children and the elderly
- Cooperating in responses to large-scale disasters, etc.

Nurturing a healthy environment for young people

- Prohibiting the sale of alcoholic beverages and cigarettes to minors
- Preventing minors under 18 from buying or viewing adult magazines
- Preventing young people from loitering in and around stores, etc.

***2 Crime-prevention principles**

- Greet customers with a loud, clear voice and look them in the eye.
- Prepare to serve customers quickly from behind the sales counter.
- Ensure that store staff are equipped with emergency call buttons and prepared to use them whenever necessary.
- Confirm that security cameras are operational.
- Equip stores with anti-crime color balls and prepare staff to use them.
- Install protective shields for employees and encourage their use.

Preventing sales of alcoholic beverages and cigarettes to minors

As a member of the local community, Seven-Eleven Japan is actively engaged in Safety Station activities,^{*1} conducted based on the themes of “creating safe and secure communities” and “nurturing a healthy environment for young people.” We make use of the product exhibitions we hold twice a year throughout the country to raise awareness of crime prevention among franchisees by communicating crime-prevention principles^{*2} and information on measures to prevent underage drinking and smoking.

Seven-Eleven stores implement a variety of measures to prevent underage drinking and smoking. In addition to posting notices mandated by law in the alcoholic beverage section, they also put up posters



A “Verify the customer’s age” poster



A “Show an ID to verify your age” badge worn by employees

reminding staff to “Verify the customer’s age” near cash registers as well as providing sales staff with badges reading, “Show an ID to verify your age,” that are easily visible to customers. When an item requiring age verification is scanned into the checkout register, moreover, an “Item requiring age verification” message appears on the register’s customer-side display screen, and the register operator’s screen issues voice guidance prompting him or her to verify the purchaser’s age.

These measures ensure that store employees remember to verify customers’ ages, while at the same time requesting customers for their cooperation in the ID-based age verification process.



Accepting Children for Work Experience and Store Tours

***3 Number of stores providing work experience programs and store tours in fiscal 2009:**
5,511

Cooperating with community schools as a convenient nearby store

Seven-Eleven Japan and franchise stores sometimes receive requests from local elementary and junior high schools to provide work experience and store tours for their students. When we accept students, we schedule the date and time to avoid interference with store operation. We try to comply with as many requests from schools as possible.^{*3} Seven-Eleven Japan may also prepare reference materials for franchise owners to facilitate their acceptance of students.

Work experience students wear uniforms and nameplates, practice greeting customers and perform such Seven-Eleven Japan store duties as bagging products, cleaning the store and stocking shelves. We plan to continue accepting work experience students and store tours willingly as part of our efforts to maintain close relations as a retailer with young people in the local community.



Superstore Operations

Careful Consideration of New Store Locations

Efforts to contribute as a local community store by emphasizing dialog with regional residents

When Ito-Yokado opens a new store, the store manager and other managerial staff relocate to the area prior to the scheduled store opening and conduct a variety of market research surveys aimed at grasping local needs. We continue to contribute to the region as a member of the community after the store opens as well by participating in local events and cooperating to implement measures such as nurturing young people and discouraging juvenile delinquency.

We hold briefing meetings in accordance with the Large-scale Retail Store Location Law to solicit local residents’ opinions and make every effort to address their concerns. In the case of the Ario Kitasuna store, which opened in June 2010, for example, we held a joint briefing meeting with the building owner. Many people expressed concerns about traffic jams and traffic safety in the surrounding area, prompting us to formulate a traffic security and control plan under the guidance of the local government and police force.^{*4}

Development of a park that local residents can visit to relax as well as construction of new condominiums are under way in the Ario Kitasuna neighborhood. Relocation to the area of a geriatric health-care facility, complete with a medical clinic, is planned for the future. As an area in which town development is in progress, including the addition of a full-scale commercial facility whose tenants include a sports club and other health-related facilities, Ario Kitasuna store has become a core neighborhood of a renewed community.



Ario Kitasuna store

***4 Traffic solutions in Ario Kitasuna**
We collaborated with the building owner in constructing two new roads, one running north-south and the other east-west, within the development area to ease traffic congestion on the main arterial (Meiji Street). The two sections of the shopping center located in the north and south blocks are connected by a sky bridge, moreover, enabling vehicles to travel between the parking lots. The parking lot exits are positioned to allow shoppers to choose the appropriate exit according to the direction they wish to go. When the store opens for business, we avoid traffic congestion based on a traffic security and control plan. We have also implemented such measures that take local traffic characteristics into consideration as securing temporary bicycle parking space on an adjoining site.

Promotion of Food Education

Conducting food education as a means of contributing to local communities and expressing our thanks to our customers

At York-Benimaru, we undertake food education activities to encourage our customers to adopt a healthful, balanced diet and their children—the representatives of the next generation—to develop an interest in nutritious foods as they grow up. A Supermarket Tour program organized for children employs our stores as classrooms, for example, where children not only learn about the nutritional value of products and the importance of a balanced diet, but also participate in activities such as shopping for assigned food items and hands-on cooking experiences.^{*5}

In fiscal 2009, we staged a “Kids’ Farm” event designed to deepen children’s understanding and interest in vegetables and fruits by learning through their five senses about the hardships and joys of farm work and the natural blessings it produces. The Kids’ Farm event (held seven times) offered families with elementary school children (28 families in fiscal 2009)

an opportunity to experience a series of farm operations, from sowing seeds to harvesting crops, on a farm in Sukagawa City, Fukushima Prefecture. The program was warmly received, with participants making comments such as, “I’ve learned how good freshly harvested produce tastes,” and, “I became aware of the joy and hardship of farm work.” We plan to continue this program in the future.



The Kids’ Farm

***5**
York-Benimaru is a member of the 5 A DAY Association—Japan, an organization established in 2002 to promote better health among the citizenry based on the slogan, “Eat five servings of vegetables (350 g) and fruits (200 g) daily.” <http://www.5aday.net/>

Department Store Operations

***1 Bow-wow One Coin Club**

A fundraising system under which an amount determined by a number of donation shares set by an employee is automatically deducted from his or her monthly salary. Individual employees show understanding of these activities and join forces to engender companywide support for seeing-eye guide dog training projects.

***2 Total fiscal 2009 donations**

Contributions collected in stores:
33.25 million yen
Total combined donations from the Sogo & Seibu fund and Bow-wow One Coin Club:
20 million yen

Social Contributions with the Slogan, “Efforts to Link Everyone’s Kindness”

Sogo & Seibu

Support for guide dog training

Sogo & Seibu pursues activities to support guide dog training projects as part of its social contribution activities.

In addition to in-store campaigns, the company makes donations through a fund established in cooperation with its labor union, and incorporating contributions from the Bow-wow One Coin Club*1 to a fundraising program in which employees participate.*2

The company’s efforts to raise awareness of guide dog training projects include holding Meet a Guide Dog Campaigns at its stores twice a year—in the spring and fall—with the objective of promoting public understanding of the relationship between persons with impaired vision and their dogs in cooperation with guide dog training organizations. The campaigns offer customers an opportunity to view demonstrations of the dogs’ skills and to

experience walking with a guide dog, not only to increase their familiarity with the dogs but also to boost their interest in guide dog training projects.



Meet a Guide Dog Campaign organized to deepen the understanding and to raise awareness about guide dogs.

Seeking to make social contributions in consideration of local characteristics

The department store business is rooted in the local community and it grows along with its community. This is why we consider it so important to contribute to the community. All the Sogo & Seibu stores are

making positive efforts to introduce regional specialties, develop products made from locally produced materials, vitalize local industries and support educational and cultural activities.

Sogo Kobe store



The store collaborated with the City of Kobe in conducting a seminar on making cardboard compost boxes. The compost is used to create a “green tunnel” on the store’s rooftop.

SEIBU Numazu store



After participating in work experience at the store, local children helped conduct water sprinkling and watering of flower beds.

Donation of (Selected)Trade-in Items Collected from Customers to Developing Countries

Sogo & Seibu held a Trade-in Campaign*3 beginning May 2009. The company donates some of the trade-in goods collected from customers to the Republic of Zambia via the Japanese Organization for International Cooperation in Family Planning (JOICFP),** an NGO that promotes international cooperation.

At the end of May 2009, the Zambian ambassador to Japan visited the Sogo & Seibu headquarters to present a certificate of appreciation. Upon learning that children in Zambia go barefoot and that many of them contract tetanus or parasitic diseases from foot wounds, we conducted trade-in campaigns for children’s shoes in June and August. In October, we set up permanent Children’s Shoe Trade-in Service Corners at six stores as bases for conducting ongoing children’s shoe donations. As of March 2010, the system had been expanded to 23 stores. Customers visiting the trade-in corners have made such comments as, “I couldn’t throw them away, but I’ll be happy if someone can make good use of them,” “I’ve wanted to participate in international cooperation but didn’t know how,” or, “I hope you’ll continue this campaign well into the future.”

Sogo & Seibu intends to continue these activities as an expression of our customers’ goodwill.



A permanent trade-in service corner for children’s shoes (Ikebukuro main store)



Children’s shoes and other donated items are distributed in various regions of Zambia.



Zambia’s ambassador to Japan with President Yamashita



Zambian children putting on donated shoes

***3 Trade-in campaigns**

Number of campaigns held during fiscal 2009: 7
Participating customers: 224,000 (approx.)
Items collected: 647,000 (approx.)
Items donated: 176,000 (approx.)

***4 JOICFP (Japanese Organization for International Cooperation in Family Planning)**

An organization that cooperates with the United Nations and other international organizations in supporting the protection of maternal and child health and the lives of people in developing countries. The JOICFP Web site features a photo that shows children in Zambia receiving donated shoes as an activity of Sogo & Seibu.
<http://www.joicfp.or.jp/jp>

OPINION

We make excellent use of the children’s shoes customers donate, distributing them among Zambian children who would otherwise play barefoot as well as using them to prevent infection and as health education tools for encouraging mothers to take prenatal medical examinations. Donations from customers are a treasure that not only brings dreams and smiles to individual children but also communicates health-related knowledge. I’d like to express my deepest gratitude to the goodwill of both Sogo & Seibu and their customers.

Yoshitatsu Kanno
Program Manager
Partnership Program Group
JOICFP



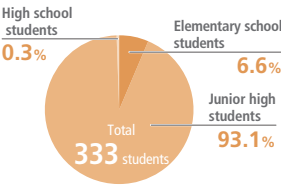
Food Services

Financial Services

Support for Local Education

Seven & i Food Systems

*1 Work Experience Programs for Students(FY2009)



Accepting students for work experience in restaurants

Seven & i Food Systems responds to requests from local elementary, junior high and high schools to participate in career education by giving students work experience in its restaurants. In fiscal 2009, it accepted 333 students for participation in 122 programs conducted in restaurants nationwide.*1

Participating restaurants develop their own individual work experience curriculum based on requests from the schools. The restaurant manager and staff serve as instructors, teaching the students about the company's commitment to quality cuisine, responsive service and good taste through lectures about the company's makeup as well as the mechanism of its restaurant operations. The program gives the students opportunities to conduct basic services for customers and make desserts to be sampled by their fellow students, besides learning about hygiene by

cleaning the premises and washing dishes. Students participating in the work experience programs have made such comments as, "I've gained firsthand knowledge of the difficulties, joys and satisfaction of working." The company intends to continue accepting work experience students actively in the future.



Students acquiring work experience

Social Contribution through Products

Seven & i Food Systems

*2 "One Million Meals for Africa" campaign

This initiative was conceived by TFT to solve two problems simultaneously, the food surplus in developed countries and hunger in developing countries. Funds equivalent to the cost of a single warm school lunch (¥20) are sent to Africa every time a customer ordered a TFT-approved healthful meal from the menu. The program was conducted for a month in 2009 beginning on October 16, the UN-designated World Food Day.

Contributing to solution of the world's food problems by offering a healthy menu

Since May 2008, some Seven & i Food Systems' meal provision services have been participating in activities organized by TABLE FOR TWO (TFT), an NPO devoted to resolving the world's food challenges. As part of the 35th anniversary celebrations of its founding, the Denny's restaurant chain supported the activities by participating in the "One Million Meals for Africa" campaign*2 organized by TFT.

For one month starting October 8, 2009, Denny's offered healthful menu items that satisfied the TFT guidelines. For each healthy menu meal



A healthful TFT dinner on the Denny's menu

ordered by customers, we donated ¥20, which is approximately equivalent to the cost of a school lunch in Africa. The chain conducted a simultaneous in-hours collection program and transferred a total of ¥5,073,260 (including in-house contributions of ¥311,040) via TFT to Millennium Promise, a United States-based NPO that serves as a hub for the UN Millennium Villages Project. Seven & i Food Systems plans to continue engaging in activities aimed at resolving social problems through its products in cooperation with its customers in the future.



A leaflet introducing TFT to customers

Soldier Bonolon of the Forest Picture Book Distribution

Seven Bank

Supporting sound growth of the children who will lead the next generation.

Motivated by a desire to support communication between parents and their children by encouraging them to read together at home, Seven Bank cooperates with *Soldier Bonolon of the Forest*—a picture book intended for reading aloud that is published every other month with a circulation of one million copies per issue. The Bank distributes the picture book to children at no charge through a cooperative program involving its headquarters and branch offices, Seven-Eleven Japan and Denny's.

The program seeks to establish communication with readers by conducting events involving the picture book in which readers can participate casually. The 4th Bonolon Picture-drawing Contest held in the summer of 2009 received entries from large numbers of children. Winners were announced in the October 2009 issue.

The 2nd Bonolon Story-telling Session was held in March 2010 at all six Seven Bank field offices, with company employees and local staff participating by

reading to local children from large-format picture books and joining them in singing along with music while making hand gestures.

Seven Bank will continue supporting activities organized to foster parent-child communication.



An employee who participated in a Story-telling Session commented, "The children listened to the story with undivided attention, making me very happy." The event also provided employees with an excellent opportunity to reaffirm the significance of the Bank's support for picture books.

Environment Beautification Activities

Seven & i Group

Cleanup activities conducted by the Group's operating companies

Since June 2006, Seven & i Holdings has adopted a program of cleanup activities started by Seven-Eleven Japan in July 1999 to contribute to environment beautification of local communities as a Group initiative. In June and October (or November) every year, owners and employees of Seven-Eleven Japan's franchise stores, along with employees of the Group's operating companies, conduct cleanups*3 around their stores and offices.

Since fiscal 2008, a crew comprising mainly headquarters employees of all the operating companies have engaged in an annual volunteer cleanup activity on Mt. Fuji*4, where illegal rubbish dumping has become a problem. Employees from various operating companies cooperate in the cleanups in accordance with instructions from the Fujisan Club, an NPO. In fiscal 2010, family members also participated. Participants offered such comments

as "Participation in the cleanup with children offered a good opportunity for the children to think about environmental issue."

Our Group as a whole will engage in cleanup activities in the future.

*3 Volume of trash collected during cleanups

June 2009	63.4 tons
November 2009	57.1 tons

*4 Volume of trash collected during cleanups on Mt. Fuji

Fiscal 2008	390 kg
Fiscal 2009	230 kg



Participants in a cleanup of the Numazu Station area in Shizuoka Prefecture in November 2009

Seven-Eleven Memorial Foundation

The Seven-Eleven Memorial Foundation has its origin in a predecessor, Seven-Eleven Midorino Kikin ("Seven-Eleven Green Fund") established in 1993 as a commemorative project celebrating the 20th anniversary of Seven-Eleven Japan's founding. Franchisees and the headquarters have since been working together in environment-related social contribution activities. The fund was transformed into the current general incorporated foundation in March 2010.

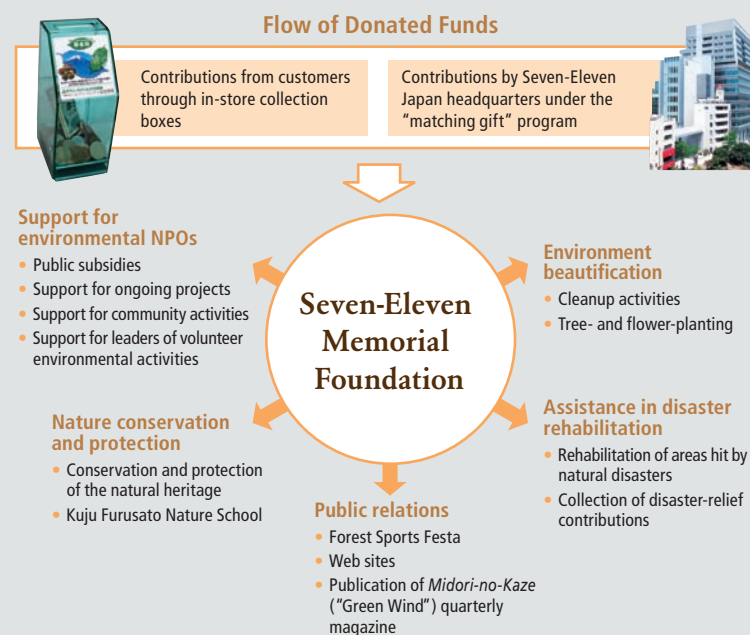


<http://www.7midori.org/> (in Japanese)

Putting in-store contributions to good use in supporting community environmental preservation efforts

Contributions from customers collected at Seven-Eleven stores throughout the country are first sent from the franchisees to Seven-Eleven Japan, where contributions from the Seven-Eleven Japan headquarters are added to them and the donations are transferred to the Foundation. The funds are used to support citizens' environmental groups, as well as activities such as nature conservation and protection, environment beautification, public relations and assistance in disaster rehabilitation.

The Foundation's subsidy program is a grass-roots social contribution to support local communities through donations.



Donated Amount

FY 1994	1st term	¥ 88,065,167	5,905 stores
FY 1995	2nd term	¥ 114,990,442	6,373 stores
FY 1996	3rd term	¥ 101,953,265	6,875 stores
FY 1997	4th term	¥ 93,847,235	7,314 stores
FY 1998	5th term	¥ 100,067,934	7,732 stores
FY 1999	6th term	¥ 196,501,020	8,153 stores
FY 2000	7th term	¥ 206,741,986	8,602 stores
FY 2001	8th term	¥ 233,824,453	9,060 stores
FY 2002	9th term	¥ 246,301,432	9,690 stores
FY 2003	10th term	¥ 242,816,567	10,303 stores
FY 2004	11th term	¥ 270,605,635	10,826 stores
FY 2005	12th term	¥ 320,119,382	11,310 stores
FY 2006	13th term	¥ 333,341,098	11,735 stores
FY 2007	14th term	¥ 356,226,190	12,034 stores
FY 2008	15th term	¥ 372,430,326	12,298 stores
FY 2009	16th term	¥ 333,675,951	12,753 stores

Cumulative total contributions from the 1st to 16th term
¥ 3,611,508,083

Report on Fiscal 2009 Activities

This page presents the environmental activities undertaken by the Seven-Eleven Memorial Foundation during fiscal 2009 employing contributions from our customers and Seven-Eleven Japan.

Support for Environmental NPOs



An organization dedicated to developing forests and homes in action in the basin of the Ado River in Shiga Prefecture

Supporting citizens' activities as a central pillar

We provide multifaceted support for community activities led by citizens to help citizens' environmental groups play active roles as new leaders in society. The support encompasses several areas: (1) nature conservation and protection, (2) protection and preservation of wild animals and plants (3) environmental learning experiences, (4) activities with the theme of reduced environmental impact lifestyles, (5) tree- and flower-planting and (6) community

cleanup activities.

Our activities in fiscal 2009 included publicly offered subsidies, which provide financial aid for worthy projects (¥134,902,000 was provided to 251 projects, including ongoing ones), aid for intermediate support organizations that provide support for local environmental NPOs, and overseas training designed to improve the skills of leaders of environmental volunteer activities.

Assistance in Disaster Rehabilitation



Employee volunteers planting trees in October 2009

Support for a reforestation project on Miyake Island

A major volcanic eruption of Mt. Oyama in 2000 caused severe damage on Miyake Island, one of the Izu Islands in Tokyo Prefecture, forcing all the residents to evacuate the island. Committed to helping restore vegetation and rehabilitate the island, we have been active on two fronts: supporting NPOs and engaging in volunteer activities as the Seven & i Group.

In fiscal 2009, we collaborated with high

schools and universities in the Tokyo Metropolitan Area in proving support for the Miyake Island Reforestation Project led by the Engei Agri-Center, an NPO engaged in tree-planting activities on Miyake Island. We also hold tree-planting tours for Group employees twice a year. In fiscal 2009, about 200 employees participated, planting 7,200 trees on an area of approximately 3.3 hectares.

Nature Conservation and Protection



Collecting insects on an observation trail

Operation of the Kuju Furusato Nature School

Our Kuju Furusato Nature School in Kokonoe-cho, Oita Prefecture, operates based on the philosophy of "learning from nature about harmonious coexistence and co-prosperity of people with nature and of local communities with the natural environment." The school pursues efforts to conserve and protect nature in Kuju as well as constructing a habitat for the Japanese crested ibis with the guidance and cooperation of the people of the community. It also offers programs

in which the general public can participate, thus helping many people learn about the value and wonders of nature.

Our fiscal 2009 activities included bird-watching and wildlife observation programs for local elementary and junior high school students, creating rice paddies as a habitat for the Japanese crested ibis and growing organic rice without pesticides.

Opinion of the Foundation's Director

Following our change in status from a fund to a foundation, I feel a great responsibility to live up to the trust and expectations of the customers who have made contributions. In February 2010, we concluded an agreement with the Tokyo Metropolitan Government with respect to the "Protect Tokyo's Greenery Project," the first project undertaken in partnership with a local government. We have accordingly begun to support activities aimed at preserving the surviving wooded areas in the Tokyo area. In future, we will seek to reinforce our activities and continue to engage in community-based social contribution projects.

Kenji Yamamoto
Director,
Seven-Eleven Memorial Foundation
Owner,
Seven-Eleven Toyosu store

